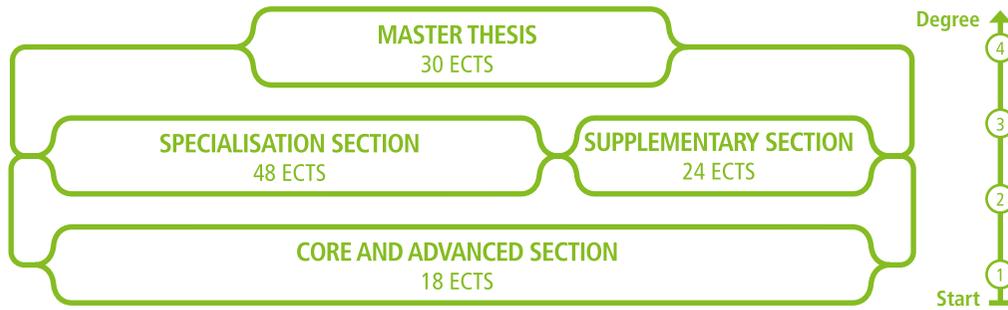


## PROGRAMME STRUCTURE

**Standard period of study: 4 semesters, full-time | Start: fall term | Degree title: Master of Science**  
The master's programme carries 120 ECTS credits and comprises a Core and Advanced Section, a Specialisation Section, a Supplementary Section and a Master Thesis.



## ENTRY REQUIREMENTS

A bachelor degree or equivalent with an overall grade of at least 2.7 (German grade). The degree must be worth at least 180 ECTS credits.

Applicants must meet the following subject-related requirements:

- At least 78 ECTS credits in the field of Business Administration and Economics (of which at least 48 ECTS credits in Business Administration and 18 ECTS credits in Economics)
- At least 15 ECTS credits in Statistics and/or Mathematics (methodological expertise only, no user experience)
- Language requirements: English language skills B2(CEFR)

**15 JUNE** Application Deadline

More information about admission requirements and selection procedure can be found online.

## DETAILED INFORMATION & CONTACT

WiSo Student Service Point

Phone: +49 (0) 221/470-8818

[www.ukoeln.de/G7HMD](http://www.ukoeln.de/G7HMD) or Google "WiSo student service"



## INNOVATION FOR SOCIETY



MASTER OF SCIENCE

**BUSINESS ADMINISTRATION**

MARKETING



# MASTER OF SCIENCE BUSINESS ADMINISTRATION MARKETING

This master's programme covers the methods and tools used in business management to market products and services. The close collaboration between the departments involved in this major concentrates on teaching and research that are both empirical and international in their outlook. The marketing major also has excellent ties with numerous companies, economic research institutes and consultancies.

## KEY ISSUES

- Gain in-depth knowledge of customer management, brand management and market research
- Explore methods and instruments used in market-oriented corporate management
- Analyse current management issues and challenges regarding consumer behaviour and technological developments
- Take the next step in your career in a leading position in a manufacturing or commercial enterprise

## CAREER OPPORTUNITIES

Graduates can look forward to excellent career opportunities in management roles, corporate accounting departments and, in particular, with specialist service providers (auditing/tax consultancy firms and other consultancies). But core accounting skills are also necessary for a wide range of financial sector jobs (e.g. corporate banking, investment banking or financial analysis). The **M.Sc. Business Administration** widens your knowledge gained in your bachelor studies,

giving you advanced and makes you an expert in your chosen field respective area. As the **University of Cologne** is state-funded, there are no tuition fees, just a biannual "**semester contribution**" of slightly more than **250 euros**. This includes the "semester ticket" for public transport throughout Cologne's home state of North Rhine-Westphalia. **So, with us, you can invest in an excellent education – and your future – without paying a fortune.**

## PRACTICAL EXPERIENCE

As a student of the **WiSo Faculty**, you gain from an approach that is based on theory and methods, combining both research and teaching with practical elements. The teaching at our Faculty has benefited from many years of experience in working with companies and visiting lecturers from different professional fields. Many of the visiting lecturers are professionals and

managers who bring important industry experience to the programmes, resulting in sector-specific, up-to-date programme content for our students. This ensures that the programmes reflect the real world and that they thus combine the practice and the theory, whilst also promoting knowledge-sharing between companies and you, the student.



**"A sound knowledge of marketing concepts and methods is crucial for economics students and an indispensable part of any good manager's toolset. We offer a wide training programme in Cologne, with scientific methods and practical relevance combined throughout."**

Marc Fischer, Professor and Director of the Chair for Marketing and Market Research



## INTERNATIONAL

Since many of our courses are delivered in **English**, you can complete the master programme mostly in English. For our **M.Sc. in Business Administration**, we have applications from a large number of different nationalities, which means you can be sure of an international and intercultural environment. We maintain cooperation with more than 130 partner universities throughout the world, so it is easy for you

to go a semester abroad such as "**WiSo@NYC**". More information and options at international: [www.international.wiso.uni-koeln.de](http://www.international.wiso.uni-koeln.de) or Google "**WiSo international**"